

MAX ZELDEN
1735 DALLAS TRADE MART
DALLAS, TEXAS

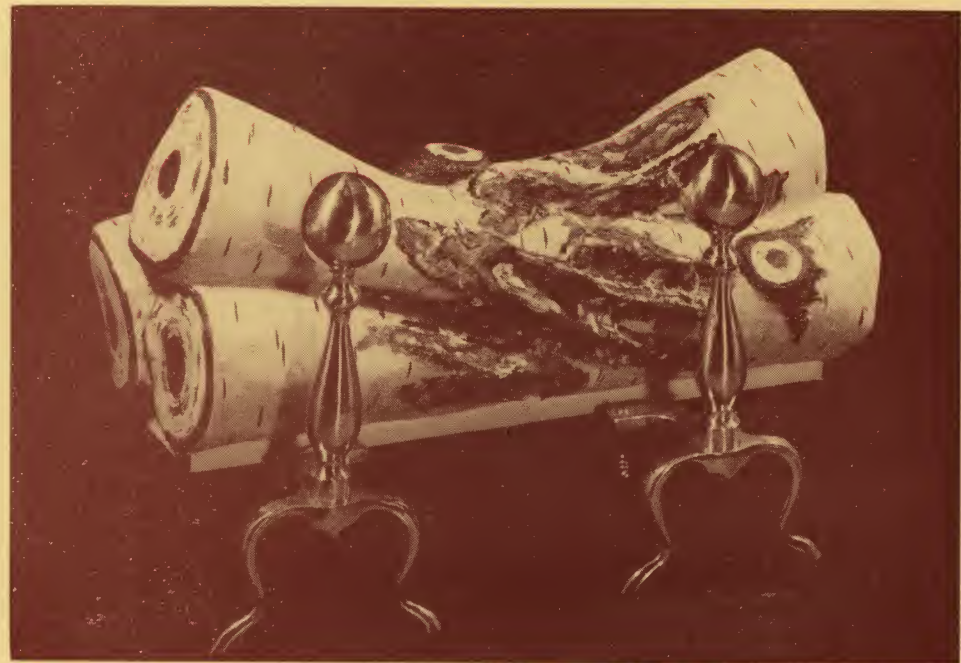
In **CALIFORNIA...**

"the land of enchantment"

Glo-Fire

Produces for all America...the

One & Only



electric fire log

ANDIRONS NOT INCLUDED IN PRICE

CHINABERRY OAK

Cat. No.	Length	Height	Depth	
O.E.S. 26	26	14	13	(SPINNER)
O.E.D. 26	26	14	13	(DRUM)

SILVER BIRCH

Cat. No.	Length	Height	Depth	
B.E.S. 26	26	14	13	(SPINNER)
B.E.D. 26	26	14	13	(DRUM)

NATURAL...Because its design is borrowed directly from Nature's Form

Full Round Log Reproduction . . . not little limbs nailed together



ANDIRONS NOT INCLUDED IN PRICE

CHINABERRY OAK

Cat. No.	Length	Height	Depth	
O.E.S. 18	18	11	10	(SPINNER)
O.E.D. 18	18	11	10	(DRUM)

SILVER BIRCH

B.E.S. 18	18	11	10	(SPINNER)
B.E.D. 18	18	11	10	(DRUM)

PRICED IN REASON

There is a price and size for every purpose. Now there is no need for the public to pay exorbitant prices for Ecstatic Electrics.

- ★ A beautiful reproduction in China realistically fashioned to duplicate your grate or andirons. The ELE Spinner or Drum attachment and bulbs, 6 feet of cord and a switch.
- ★ THE DRUM ATTACHMENT offers a transparent fiery orange and red colors. This drum revolves showing colorful flickering fire through and around.
- ★ THE SPINNER ATTACHMENT is heat activated and silently revolves to splash fascinating ELECTRIC LOG.
- ★ Grate or stands are not included in either particulars.



Andirons Not Included
CHINABERRY OAK

Cat. No.	Length	Height
O.E.S. 30	30	11
O.E.D. 30	30	11

SILVER BIRCH

B.E.S. 30	30	11
B.E.D. 30	30	11

THIS HAND MOLDED CERAMIC LOG

is of only high-test fire-clay on a woven-wire frame secured to a solid wood base. The chinaberry oak finish combined with the hand painted multi-tone ashen effects produces a burning ember appearance that is strikingly realistic.

NO ONE TIRES OF GLO-FIRES

For they are as natural as nature . . . look more like a real log than the real log.

APPROPRIATE

In a real fireplace. In early American, Traditional, level, Elevated, Or three-sided fireplace.

only the whiff of wood smoke is missing!

Chinaberry Oak or Silver Birch finish,
the glowing life of an open fire on
ELECTRIC LOG IS offered with either a
model comes complete with colored light
ready for use.

Electric motorized drum cleverly embellished with
flames gives silent and unseen throwing an illusion
of the realistic log.

Lighted from a bulb concealed behind the log bank
casts shadow patterns through and across the

model of ELECTRIC LOG. Ask your dealer for



ANDIRONS NOT INCLUDED IN PRICE



Included In Price
CHINABERRY OAK

Length Depth
13 (SPINNER)
13 (DRUM)

SILVER BIRCH

Length Depth
13 (SPINNER)
13 (DRUM)

CHINABERRY OAK

Cat. No.	Length	Height	Depth	
O.E.S. 22	22	11	10	(SPINNER)
O.E.D. 22	22	11	10	(DRUM)

SILVER BIRCH

B.E.S. 22	22	11	10	(SPINNER)
B.E.D. 22	22	11	10	(DRUM)

ANYWHERE

Whether modern,

traditional, etc., Floor

one-sided, two-sided or

etc.

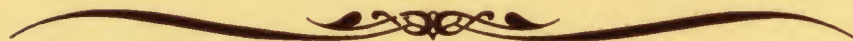
GLO-FIRE

- ☆ WHEN LIGHTED PRODUCES THE OPTIMUM IN THE NATURAL BEAUTY OF A REAL OPEN FIRE. A TRIUMPH IN REALISM . . . TRULY "THE LOG OF LOGS."
- ☆ EVEN WHEN NOT LIGHTED GLO-FIRE IS MORE REAL LOOKING THAN MOST OTHER LOGS WHEN FULLY GLOWING.
- ☆ GLO-FIRE . . . IS NATURAL AS NATURE BECAUSE ITS EXTERIOR IS BORROWED DIRECTLY FROM NATURE'S FORM.
- ☆ FULL ROUND LOG REPRODUCTION . . . NOT LITTLE LIMBS NAILED TOGETHER.
- ☆ GLO-FIRE IS THE ONE-AND-ONLY, NATURAL AS NATURE. AMERICAN MADE LOG AND PRICED WITHIN THE REACH OF EVERYONE.

Electric Log Division, Elsinore, California

*Where Quality Counts
the Nation turns to...*

GLO-FIRE



**GLO-FIRE ELECTRIC LOGS
ARE MANUFACTURED BY THE PRODUCERS OF
THE NATIONALLY FAMOUS GLO-FIRE GAS
LOGS AND DESERT RAY SHALLOW
DEPTH GAS LOGS.**



ANOTHER QUALITY PRODUCT FROM

DESERT RAY Products, Inc.

P. O. BOX 948 — GARLAND, TEXAS

Printed in U.S.A.



1961 LIST PRICES
ON TOP QUALITY
GLO-FIRE ELECTRIC LOGS

MAX ZELDEN
1735 DALLAS TRADE MART
DALLAS, TEXAS

CHINABERRY OAK TEXTURE
with spinner attachment

<u>Model No. and description</u>	<u>Boxed Shipping Wt.</u>	<u>List Price</u>
OES 18 inch Electric Log	12	\$19.95
OES 22 inch Electric Log	15	24.95
OES 26 inch Electric Log	20	37.45
OES 30 inch Electric Log	25	49.95

SILVER BIRCH TEXTURE
with spinner attachment

<u>Model No. and description</u>	<u>Boxed Shipping Wt.</u>	<u>List Price</u>
BES 18 inch Electric Log	12	\$22.95
BES 22 inch Electric Log	15	27.95
BES 26 inch Electric Log	20	39.95
BES 30 inch Electric Log	25	52.95

The "S" signifies "Spinner Attachment" and is heat activated from a bulb or bulbs concealed behind the log back and silently revolves to splash fascinating shadow patterns through and across the ELECTRIC LOG.

CHINABERRY OAK TEXTURE
with drum attachment

<u>Model No. and description</u>	<u>Boxed Shipping Wt.</u>	<u>List Price</u>
OED 18 inch Electric Log	12	\$29.95
OED 22 inch Electric Log	15	34.95
OED 26 inch Electric Log	20	47.45
OED 30 inch Electric Log	25	59.95

SILVER BIRCH TEXTURE
with drum attachment

<u>Model No. and description</u>	<u>Boxed Shipping Wt.</u>	<u>List Price</u>
OED 18 inch Electric Log	12	\$32.95
OED 22 inch Electric Log	15	37.95
OED 26 inch Electric Log	20	49.95
OSD 30 inch Electric Log	25	62.95

The "D" signifies "Drum Attachment" and offers a transparent motorized drum cleverly embellished with fiery orange and red colors. This drum revolves silent and unseen throwing an illusion of colorful flickering fire through and around the realistic log.

GRATES, STANDS OR ANDIRONS ARE NOT INCLUDED WITH ELECTRIC LOGS.

PRICES F.O.B. GARLAND, TEXAS

Another Quality Product From

DESERT RAY PRODUCTS, INC.

Box 948

Garland, Texas